



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Public Hearing to Consider Adoption of Resolution Levying Annual (2013) Assessment for Downtown Lodi Business Improvement Area No. 1 and Confirming the Downtown Lodi Business Partnership 2012 Annual Report as Approved by Council on August 15, 2012

MEETING DATE: September 19, 2012

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: Public hearing to consider adoption of resolution levying annual (2013) assessment for Downtown Lodi Business Improvement Area No. 1 and confirming the Downtown Lodi Business Partnership 2012 Annual Report as approved by Council on August 15, 2012.

BACKGROUND INFORMATION: The Downtown Lodi Business Improvement Area No. 1 2012 Annual Report was presented and approved by the City Council on August 15, 2012. The Council established September 19, 2012, as the public hearing date during which time the public would have an opportunity to present written or oral protests to the assessment being proposed. The public hearing is established pursuant to Section 36535 of the California Streets and Highways Code.

Pursuant to Lodi Municipal Code Section 12.06.110: The purpose of this process is to comply with the Act provisions regarding public notice and hearing prior to establishing the benefit fees for the following billing period. City shall not adopt, modify, or otherwise amend any billing period budget of the area that is inconsistent in any way with such billing period's budget as agreed to and presented by the board except in the case of a written majority protest (regarding elimination or modification of any specific budget item) from business owners which will pay 50 percent or more of the fees proposed to be levied as to any specific budget item pursuant to the Streets and Highways Code Section 36525(b). In such case, the written protest regarding any specific budget item shall be grounds to eliminate or modify such expenditure from the area's proposed budget pursuant to the written protest.

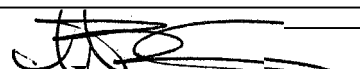
Streets and Highways Code 36535(c) states: At the conclusion of the public hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by it. The adoption of the resolution shall constitute the levy of an assessment for the year referred to in the report.

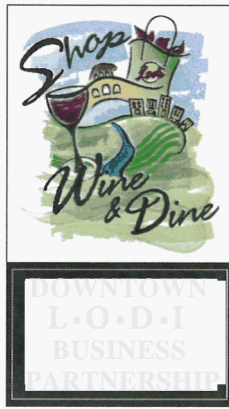
FISCAL IMPACT: The Downtown Lodi Business Partnership (DLBP) was established in order to create the mechanisms necessary to give Downtown Lodi the ability to compete regionally as a shopping center and entertainment destination.

The purpose of the assessment is to pool contributions of individual business owners in order to provide the DLBP with the resources to provide marketing and events coordination.

FUNDING AVAILABLE: As collected by the City on behalf of the DLBP.


Jordan Ayers
Deputy City Manager

APPROVED: 
Konradt Bartlam, City Manager



August 20, 2012

Lodi City Council,

Thank you for your support at the August 15th council meeting and your approval of DLBP's 2012 Annual Report. Included in the report was our 2012 budget that was approved by our board in November 2011. In May, we restructured the Farmers Market beer garden and did not amend the budget to reflect the changes.

The beer garden at the Farmers Market has rapidly grown over the past few years. The DLBP does not have the resources to maintain the level of service or associated costs required. Not only is it extremely challenging to find volunteers to set-up, break-down and man the garden for 18 straight weeks, the DLBP does not have the equipment and inventory necessary to meet the high demand of the customers. The board agreed to have the professionals, in this case Lodi Beer Co., cater the garden and assume all the responsibilities associated with it. The DLBP received a \$10,000 sponsorship (instead of the previous \$5,000 one.)

In previous years, the income and expenses for the beer garden were run through the DLBP office that held the alcohol license and the liability. The process of how things flowed through the office frequently raised questions and concerns. Lodi Beer Co. now pulls their ABC license and assumes the liability. Having the garden catered and out of DLBP's finances, helps make things more transparent and saves a good amount of office and bookkeeping time.

Please find attached the amended budget for 2012 that reflects the changes to the Farmers Market beer garden structure made in May 2012. The additional \$5000 income was added to contract labor in administrative expenses to balance the budget. The budget will be officially approved by the board at our next meeting on September 10th, prior to the public hearing scheduled for the September 19th council meeting.

Should you have any questions, or would like more detailed information, please don't hesitate to call me at (209) 369-8052. Again, thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership

Downtown Lodi Business Partnership

Proposed Budget

January 1, 2012 through December 31, 2012

(Amended August 2012)

Income

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	61000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>

Total Income **136,725.00**

Expenses

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	15000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	16000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	800.00
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
Total Expenses	136,725.00



DOWNTOWN LODI BUSINESS PARTNERSHIP **2012 ANNUAL REPORT**

B.I.D. INFORMATION

- California Streets and Highway Code Requirements
- Articles of Incorporation
- Benefit Fee Schedule
- Map of Zoned Business Improvement District
- Mission Statement

BUDGET & FINANCIALS

- Funding & Expense Flow Chart
- 2012 Proposed Budget
- 2011 Balance Sheet
- 2011 Profit & Loss Statement
- 2012 2nd Quarter Balance Sheet
- 2012 2nd Quarter Profit & Loss Statement

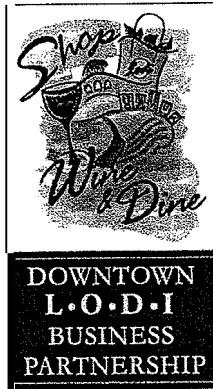
DOWNTOWN EVENTS

- 2012 & 2013 Calendar of Events
- Event Highlights

DOWNTOWN MARKETING & CAMPAIGNS

- Marketing Activities and Plans
- DLBP Marketing Material

Prepared by Jaime Watts, Executive Director



August 1, 2012

Mr. Rad Bartlam, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

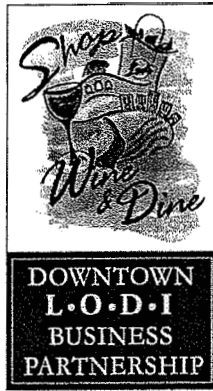
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you an electronic file of the report.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership



2012 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2012 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309
ENDORSED
FILED

In the office of the Secretary of State
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation)

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law,

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

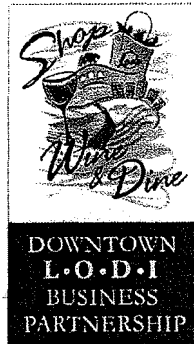
Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator





DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

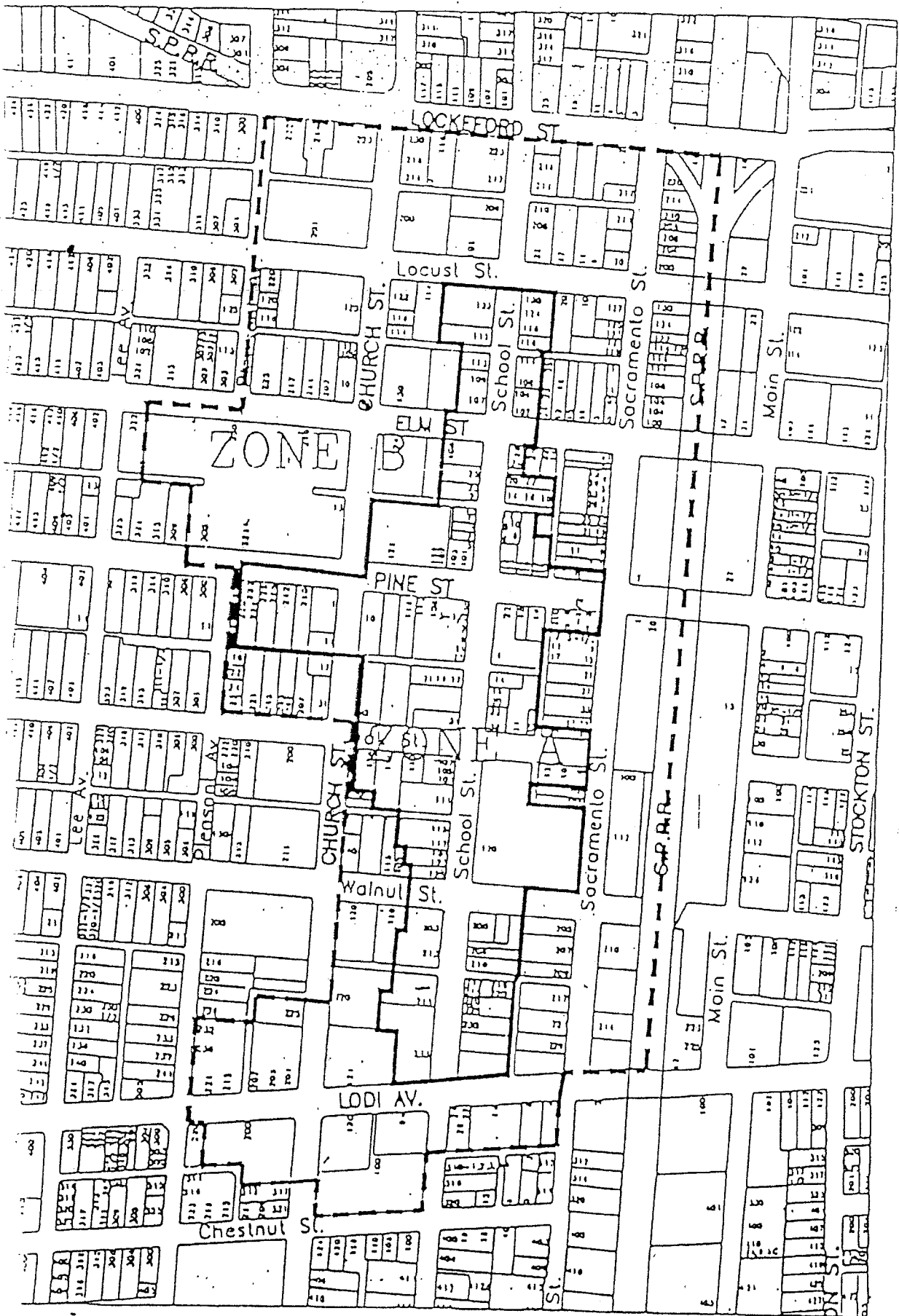
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

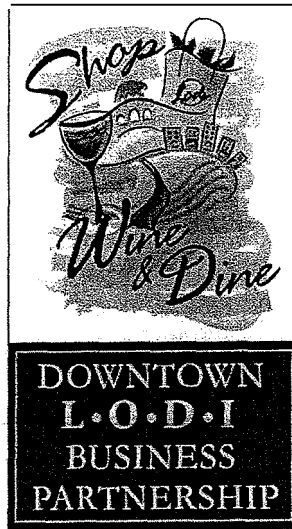
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com





MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

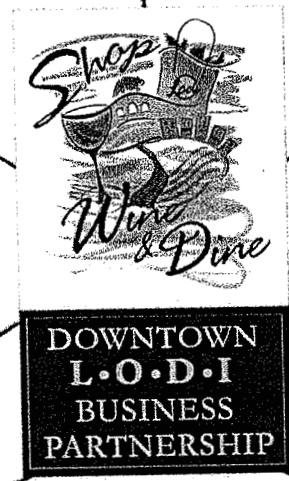
- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

**DLBP
Member
Assessments**
(approx \$40,000)

**City of Lodi
Annual
Funding**
(approx \$24,225)

**DLBP
Revenue
Generating
Activities**



Administration

Marketing

Events

Beautification

Downtown Lodi Business Partnership

Proposed Budget

January 1, 2012 through December 31, 2012

Income

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Fanners Market	101000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>
Total Income	176,725.00

Expenses

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	10000.00
Event Commission	3000.00
insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	80000
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
Total Expenses	176,725.00

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05/14/12
Cash Basis

Downtown Lodi Business Partnership
Balance Sheet
As of December 31,2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	77.14
Farmers & Merchants Bank	139.86
Petty Cash	<u>124.69</u>
Total Checking/Savings	341.69
Accounts Receivable	
Accounts Receivable	<u>-140.00</u>
Total Accounts Receivable	-140.00
Total Current Assets	201.69
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	<u>-9,985.63</u>
Total Fixed Assets	<u>5,687.34</u>
TOTAL ASSETS	<u>5,889.03</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	1,474.72
Net Income	<u>4,414.31</u>
Total Equity	<u>5,889.03</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,889.03</u></u>

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05/14/12
Cash Basis

Downtown Lodi Business Partnership Profit & Loss

January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income	
Member Assessment Fees	42,307.00
City of Lodi Funds	19,240.00
Event Revenue	
Advertising & Promotion Revenue	1,325.77
Beverage Sales	49,673.47
Parade Entry Fees	8,168.00
Sponsorship	19,400.00
Vendor Fee	34,837.41
Other Income	4,641.00
Total Event Revenue	118,045.65
TNT Fireworks	37,146.49
Return Check Charge	621.00
Friends of Downtown	250.00
Other Income	1,512.67
Total Income	219,122.81
Expense	
Administrative Expenses	
Bank Service Charges	
Merchant Fees	1,631.68
Bank Service Charges - Other	417.44
Total Bank Service Charges	2,049.12
Contract Labor	10,382.50
Dues and Subscriptions	202.00
Equipment Lease	5,096.30
Insurance-D & O and State Fund	672.00
Insurance - Events Liability	7,121.52
Interest	37.46
Licenses & Permits	50.00
Office Maintenance & Repairs	969.37
Office Supplies	3,749.82
Payroll Expenses	
Director's Wages	42,635.58
Payroll Taxes	10,978.35
Cell Phone	1,725.00
Mileage & Meetings	1,725.00
Director's Event Commission	7,637.43
Total Payroll Expenses	64,701.36
Postage	487.21
Professional Fees	
Accounting/Payroll Fees	1,914.00
Total Professional Fees	1,914.00
Rent	
Office	5,460.00
Storage	715.00
Rent - Other	0.00
Total Rent	6,175.00
Security	655.00
Sponsorship Sales Commission	2,570.00
Telephone/Internet	2,938.23
Total Administrative Expenses	109,770.89
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	297.97
Advertising & Promotions - Other	349.00
Total Advertising & Promotions	646.97

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Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2011

	Jan - Dec 11
Public Reaitions	496.77
Seminars & Marketing Campaigns	139.00
Website	1,507.24
Total Marketing Expenses	2,789.98
Membership	
Plaques & Trophies	321.26
Postage and Delivery	309.84
Quarterly Mixers	130.59
Total Membership	761.69
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	45,643.99
Entertainment	6,750.00
Equipment Rental	415.32
Labor/Repairs	7,918.74
License/Permits/Inspection	3,684.55
Location Rent	1,450.00
Lodi Public Saftey Surcharge	1,218.75
Postage & Delivery	10.95
Marketing / Promotions	674.00
Sales Tax	2,919.00
Signage	3,070.89
Sanitation	5,106.01
Supplies	2,276.46
TNT Fireworks	18,468.78
Total Event Expenses	99,687.15
Total Expense	214,708.50
Net Ordinary Income	4,414.31
Net Income	4,414.31

Downtown Lodi Business Partnership
Balance Sheet
As of June 30,2012

Cash Basis

	<u>Jun 30, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	47.14
Farmers & Merchants Bank	16,824.75
Petty Cash	173.69
Total Checking/Savings	<u>17,045.58</u>
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	<u>-140.00</u>
Total Current Assets	16,905.58
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	<u>5,687.34</u>
TOTAL ASSETS	<u><u>22,592.92</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
Total Accounts Payable	<u>-10.30</u>
Other Current Liabilities	
Payroll Liabilities	
Withhold from Employees	502.35
Total Payroll Liabilities	<u>502.35</u>
Total Other Current Liabilities	<u>502.35</u>
Total Current Liabilities	<u>492.05</u>
Total Liabilities	492.05
Equity	
Retained Earnings	3,756.82
Net Income	18,344.05
Total Equity	<u>22,100.87</u>
TOTAL LIABILITIES& EQUITY	<u><u>22,592.92</u></u>

Downtown Lodi Business Partnership

Profit & Loss

January through June 2012

Cash Basis

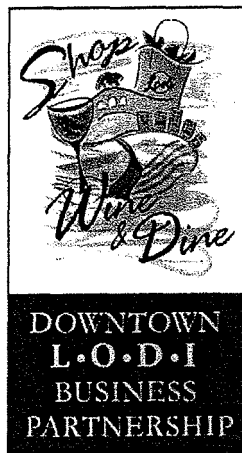
	Jan - Jun 12
Ordinary Income/Expense	
Income	
Member Assessment Fees	38,331.00
City of Lodi Funds	12,115.00
Event Revenue	
Sponsorship	15,000.00
Vendor Fee	32,935.00
Other income	2,120.00
Total Event Revenue	50,055.00
Total Income	100,501.00
Expense	
Administrative Expenses	
Bank Service Charges	
Bank Fees	62.00
Merchant Fees	767.28
Total Bank Service Charges	829.28
Contract Labor	7,135.00
Dues and Subscriptions	215.00
Equipment Lease	3,482.19
Insurance-D & O and State Fund	1,382.00
insurance - Events Liability	4,490.00
Office Maintenance & Repairs	480.48
Office Supplies	2,540.97
Payroll Expenses	
Director's Wages	23,786.52
Payroll Taxes	2,630.55
Cell Phone	900.00
Mileage & Meetings	900.00
Director's Vacation	2,652.92
Director's Event Commission	6,313.61
Total Payroll Expenses	37,183.60
Postage	394.30
Professional Fees	
Accounting/Payroll Fees	1,075.00
Total Professional Fees	1,075.00
Rent	
Office	3,780.00
Storage	455.00
Total Rent	4,235.00
Security	340.00
Sponsorship Sales Commission	2,050.00
Telephone/Internet	1,306.34
Total Administrative Expenses	67,139.16
Prior Years Taxes	3,937.80
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	129.14
Advertising & Promotions - Other	50.00
Total Advertising & Promotions	179.14
Mileage & Meetings	15.60
Public Realtions	455.29
Seminars & Marketing Campaigns	75.84
Website	286.50
Total Marketing Expenses	1,012.37
Revitalization	
Downtown Beautification	
Labor/Repairs	250.00

**Downtown Lodi Business Partnership
Profit & Loss**

January through June 2012

Cash Basis

	Jan - Jun 12
Downtown Beautification- Other	549.20
Total Downtown Beautification	799.20
Kiosk Update	515.00
Total Revitalization	1,314.20
Event Expenses	
Entertainment	1,200.00
Equipment Rental	655.00
Labor/Repairs	2,437.24
License/Permits/Inspection	710.56
Refunds	150.00
Signage	2,150.00
Sanitation	1,361.91
Supplies	88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	18,344.05



2012 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"
Saturday, February 11th

Downtown Farmers Market

Every Thursday beginning
June 7th through September 27th

7th Annual "Stuck in Lodi" Car Show

Saturday, August 4th

4th Annual Fall Flavor Fest

"The Best of Downtown's Night Life"
Saturday, October 13th

Downtown Trick-or-Treat & Festival

Saturday, October 27th

17th Annual Parade of Lights

Thursday, December 6th

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities
Saturdays, dates tba

2013 Calendar of Events

Valentine's Day Promotton

"Couples Passport to Downtown Lover's Lane"
Saturday, February 9th

Downtown Farmers Market

Every Thursday beginning
June 6th through September 26th

8th Annual "Stuck @ Lodi" Car Show

Saturday, August 3rd

5th Annual Full Flavor Fest

"The Best of Downtown's Night Life"
Saturday, October 12th

Downtown Trick-or-Treat & Festival

Saturday, October 26th

18th Annual Parade of Lights

Thursday, December 5th

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities
Saturdays, dates tba

Visit www.downtownlodi.com
for detailed event descriptions and more information



2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!



Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to jaime@downtownlodi.com. Your banner will be guaranteed a prime location downtown until March 2013. Advertise your business & support downtown!

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> New Sponsorship
DLBP Member
\$250 year | <input type="checkbox"/> New Sponsorship
Non-Member
\$300 year | <input type="checkbox"/> Renewal
DLBP Member
\$200 year | <input type="checkbox"/> Renewal
Non-Member
\$250 year |
| <input type="checkbox"/> Yes! Add my full color logo on both sides of my banner for an additional \$40 | | | |

www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on www.downtownlodi.com. The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to www.downtownlodi.com. If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

Menu for DLBP Members

- | | |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad | \$50 for 6 months |
| <input type="checkbox"/> WebAd Design | \$25 |
| <input type="checkbox"/> Website Page | \$40 |

Bundle Package for all 3 Programs!

Only \$345 A Savings of \$60!

Includes Full Color Banner Attachment & WebAd Design

Menu for Non-DLBP Members

- | | |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad | \$75 for 6 months |
| <input type="checkbox"/> WebAd Design | \$25 |
| <input type="checkbox"/> Website Page | \$50 |

Bundle Package for all 3 Programs!

Only \$430 A Savings of \$60!

Includes Full Color Banner Attachment & WebAd Design

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ e-mail: _____

Total Amount Enclosed: \$ _____

Comments/Location Request: _____

Return application & payment to **DLBP, P.O. Box 1565, Lodi, CA 95241** or call **(209) 369-8052** for more information

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2012 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code 536533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code 536535 on September 19, 2012, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2012 Annual Report as submitted on August 15, 2012, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2013.

Date: September 19, 2012

=====

I hereby certify that Resolution No. 2012-151 was passed and adopted by the Lodi City Council in a regular meeting held September 19, 2012, by the following vote:

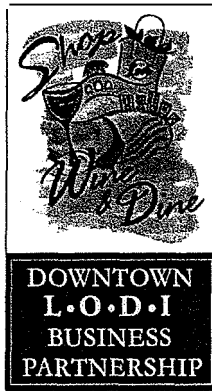
AYES: COUNCIL MEMBERS – Johnson, Katzakian, Nakanishi, and
Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Hansen

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



August 20, 2012

Lodi City Council,

Thank you for your support at the August 15th council meeting and your approval of DLBP's 2012 Annual Report. Included in the report was our 2012 budget that was approved by our board in November 2011. In May, we restructured the Farmers Market beer garden and did not amend the budget to reflect the changes.

The beer garden at the Farmers Market has rapidly grown over the past few years. The DLBP does not have the resources to maintain the level of service or associated costs required. Not only is it extremely challenging to find volunteers to set-up, break-down and man the garden for 18 straight weeks, the DLBP does not have the equipment and inventory necessary to meet the high demand of the customers. The board agreed to have the professionals, in this case Lodi Beer Co., cater the garden and assume all the responsibilities associated with it. The DLBP received a \$10,000 sponsorship (instead of the previous \$5,000 one.)

In previous years, the income and expenses for the beer garden were run through the DLBP office that held the alcohol license and the liability. The process of how things flowed through the office frequently raised questions and concerns. Lodi Beer Co. now pulls their ABC license and assumes the liability. Having the garden catered and out of DLBP's finances, helps make things more transparent and saves a good amount of office and bookkeeping time.

Please find attached the amended budget for 2012 that reflects the changes to the Farmers Market beer garden structure made in May 2012. The additional \$5000 income was added to contract labor in administrative expenses to balance the budget. The budget will be officially approved by the board at our next meeting on September 10th, prior to the public hearing scheduled for the September 19th council meeting.

Should you have any questions, or would like more detailed information, please don't hesitate to call me at (209) 369-8052. Again, thank you for your continued support.

Sincerely,

Jaime Watts

Jaime Watts, Executive Director
Downtown Lodi Business Partnership

Downtown Lodi Business Partnership

Proposed Budget

January 1, 2012 through December 31, 2012
(Amended August 2012)

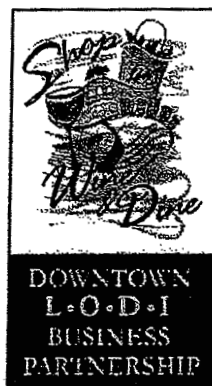
Income

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	61000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>
Total Income	136,725.00

Expenses

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	15000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4500.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	16000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	800.00
Passport Proinations	120.00
Miscellaneous Events & Sales	0.00
Total Expenses	136,725.00



DOWNTOWNLODI BUSINESS PARTNERSHIP 2012 ANNUAL REPORT

B.I.D. INFORMATION

California Streets and Highway Code Requirements
Articles of Incorporation
Benefit Fee Schedule
Map of Zoned Business Improvement District
Mission statement

BUDGET & FINANCIALS

Funding & Expense Flow Chart
2012 Proposed Budget
2011 Balance Sheet
2011 Profit & Loss Statement
2012 2nd Quarter Balance Sheet
2012 2nd Quarter Profit & Loss Statement

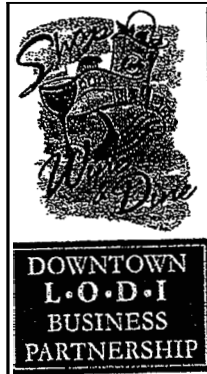
DOWNTOWN EVENTS

2012 & 2013 Calendar of Events
Event Highlights

DOWNTOWN MARKETING & CAMPAIGNS

Marketing Activities and Plans
DLBP Marketing Material

Prepared by Jaime Watts, Executive Director



August 1, 2012

Mr. Rad Bartlam, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the State of California Streets and Highways code, which is the enabling legislation also specifies that certain additional information be provided. You will find all of the required information contained in our report.

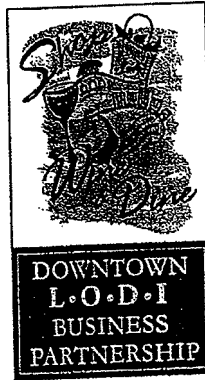
We have provided you an electronic file of the report.

Thank you for your continued support.

Sincerely,

Jaime Watts

Jaime Watts, Executive Director
Downtown Lodi Business Partnership



2012 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2012 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309
ENDORSED
FILED

In the office of the Secretary of State
of the State of California

MAR 31 1998

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

Bill Jones
BILL JONES, Secretary of State

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

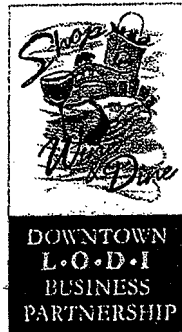
Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

Ronald M. Beckman
Ronald M. Beckman, Incorporator





DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees) \$360 (4-6 Employees) \$480 (7+ Employees)	\$120 \$180 \$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

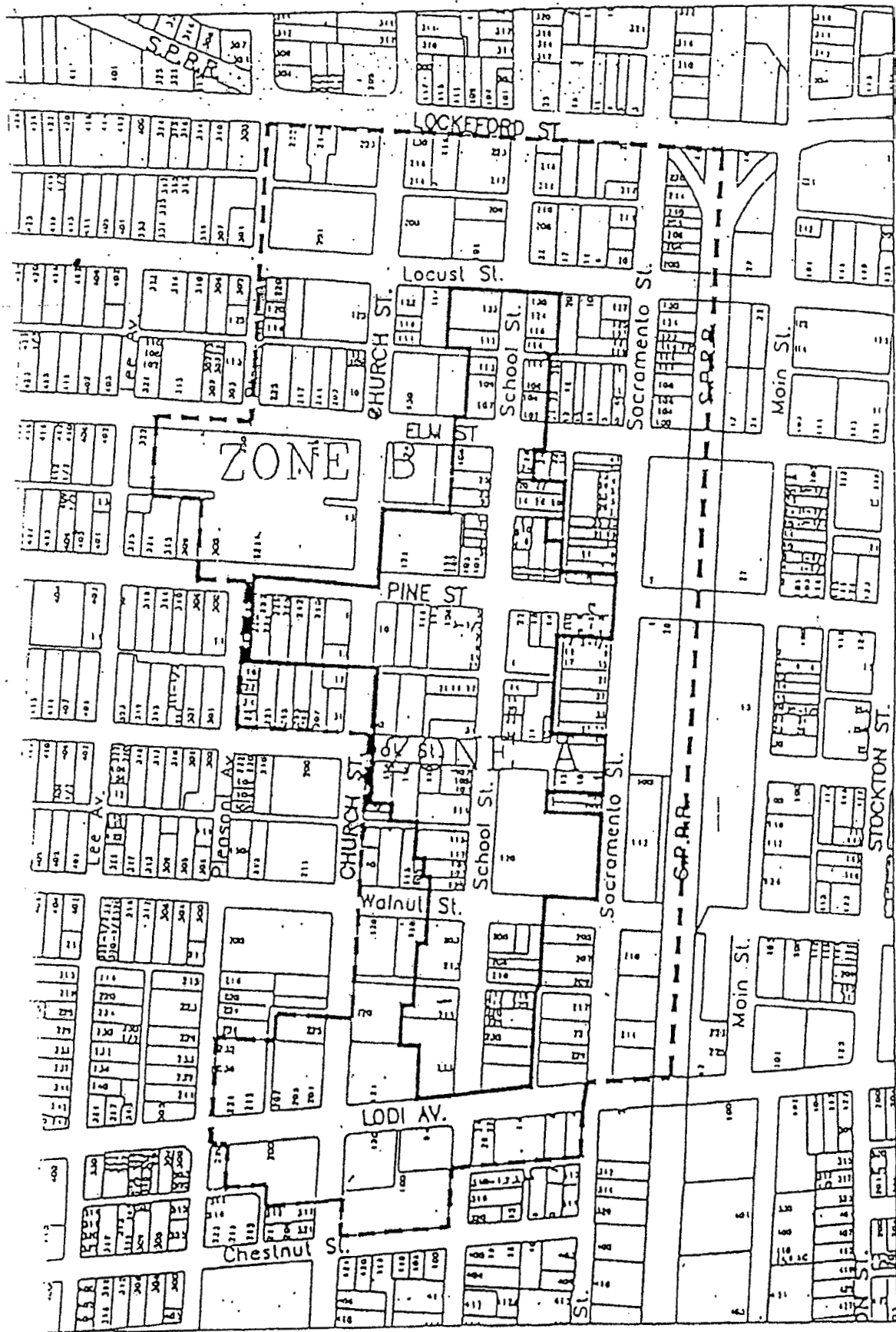
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

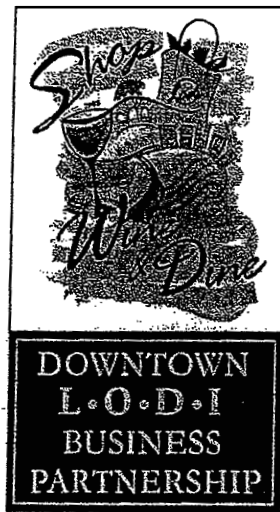
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com





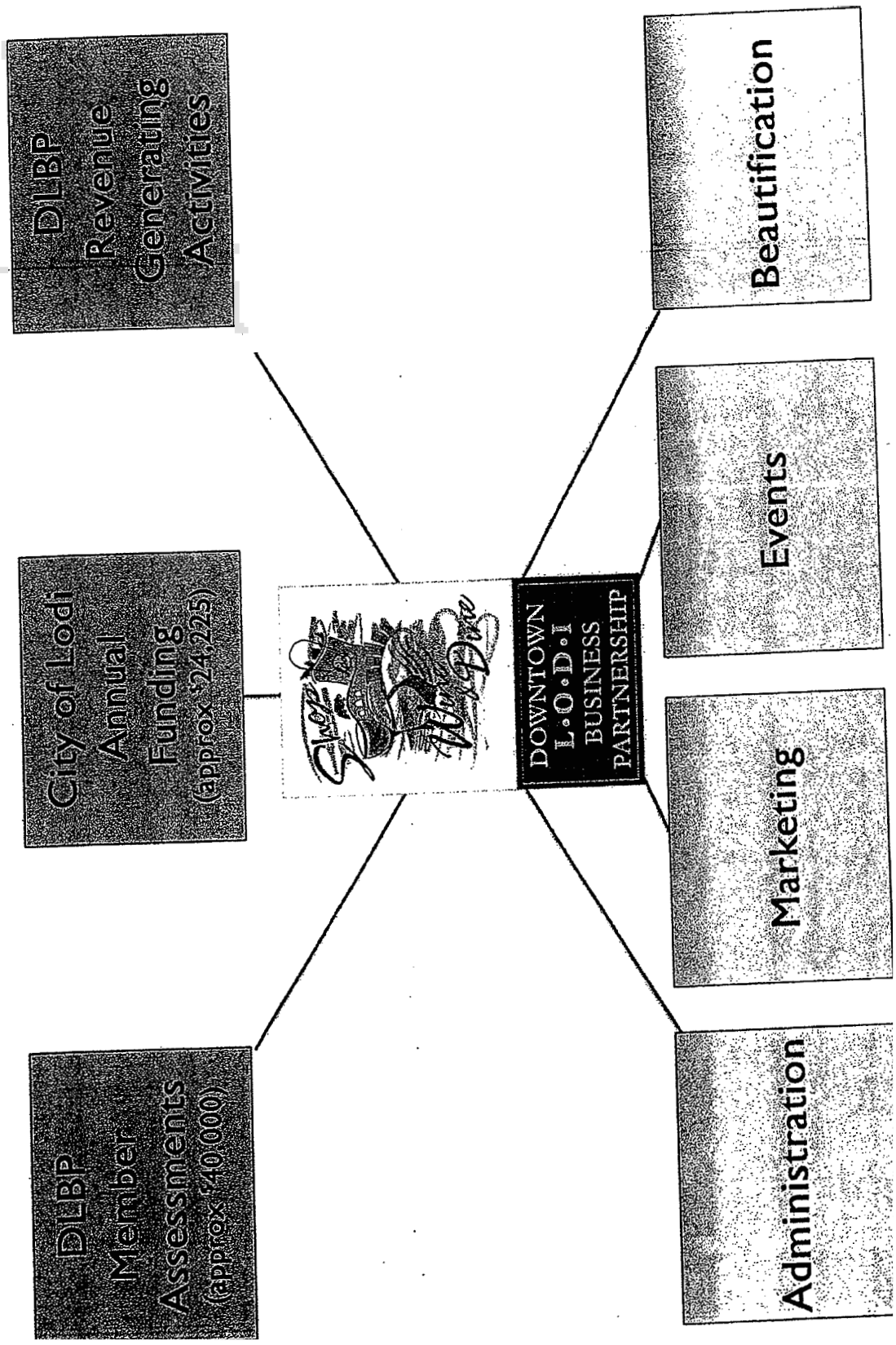
MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com



Downtown Lodi Business Partnership

Proposed Budget

January 1, 2012 through December 31, 2012

Income

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	101000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	0.00

Total Income

176,725.00

Expenses

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	10000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	8000
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
Total Expenses	176,725.00

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05/14/12
Cash Basis

Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	77.14
Farmers & Merchants Bank	139.86
Petty Cash	<u>124.69</u>
Total Checking/Savings	341.69
Accounts Receivable	
Accounts Receivable	<u>-140.00</u>
Total Accounts Receivable	-140.00
Total Current Assets	201.69
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	<u>-9,985.63</u>
Total Fixed Assets	<u>5,687.34</u>
TOTAL ASSETS	<u><u>5,889.03</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	1,474.72
Net Income	<u>4,414.31</u>
Total Equity	<u>5,889.03</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,889.03</u></u>

8:53 AM
05/14/12
Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income	
Member Assessment Fees	42,307.00
City of Lodi Funds	19,240.00
Event Revenue	
Advertising & Promotion Revenue	1,325.77
Beverage Sales	49,673.47
Parade Entry Fees	8,168.00
Sponsorship	19,400.00
Vendor Fee	34,837.41
Other Income	4,641.00
Total Event Revenue	118,045.65
TNT Fireworks	37,146.49
Return Check Charge	621.00
Friends of Downtown	250.00
Other Income	1,512.67
Total Income	219,122.81
Expense	
Administrative Expenses	
Bank Service Charges	
Merchant Fees	1,631.68
Bank Service Charges - Other	417.44
Total Bank Service Charges	2,049.12
Contract Labor	10,382.50
Dues and Subscriptions	202.00
Equipment Lease	5,098.30
Insurance-D & O and State Fund	672.00
Insurance - Events Liability	712.15
Interest	37.46
Licenses & Permits	50.00
Office Maintenance & Repairs	969.37
Office Supplies	3,749.82
Payroll Expenses	
Director's Wages	42,635.58
Payroll Taxes	10,978.35
Cell Phone	1,725.00
Mileage & Meetings	1,725.00
Director's Event Commission	7,637.43
Total Payroll Expenses	64,701.36
Postage	487.21
Professional Fees	
Accounting/Payroll Fees	1,914.00
Total Professional Fees	1,914.00
Rent	
Office	5,460.00
Storage	715.00
Rent - Other	0.00
Total Rent	6,175.00
Security	655.00
Sponsorship Sales Commission	2,570.00
Telephone/Internet	2,938.23
Total Administrative Expenses	109,770.89
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	297.97
Advertising & Promotions - Other	349.00
Total Advertising & Promotions	646.97

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05/14/12

Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
 January through December 2011

	Jan - Dec 11
Public Relations	496.77
Seminars & Marketing Campaigns	139.00
Website	1,507.24
Total Marketing Expenses	2,789.98
Membership	
Plaques & Trophies	321.26
Postage and Delivery	309.84
Quarterly Mixers	130.59
Total Membership	761.69
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	45,643.99
Entertainment	6,750.00
Equipment Rental	415.32
Labor/Repairs	7,918.74
License/Permits/Inspection	3,684.55
Location Rent	1,450.00
Lodi Public Safety Surcharge	1,218.75
Postage & Delivery	10.95
Marketing / Promotions	674.00
Sales Tax	2,919.00
Signage	3,070.89
Sanitation	5,106.01
Supplies	2,276.46
TNT Fireworks	18,468.78
Total Event Expenses	99,687.15
Total Expense	214,708.50
Net Ordinary Income	4,414.31
Net Income	4,414.31

Downtown Lodi Business Partnership
Balance Sheet
As of June 30, 2012

Cash Basis

	<u>Jun 30.12</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	47.14
Farmers & Merchants Bank	16,824.75
Petty Cash	173.69
Total Checking/Savings	<u>17,045.58</u>
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	<u>-140.00</u>
Total Current Assets	16,905.58
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	<u>5,687.34</u>
TOTAL ASSETS	<u>22,592.92</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
Total Accounts Payable	<u>-10.30</u>
Other Current Liabilities	
Payroll Liabilities	
Withhold from Employees	502.35
Total Payroll Liabilities	<u>502.35</u>
Total Other Current Liabilities	<u>502.35</u>
Total Current Liabilities	<u>492.05</u>
Total Liabilities	492.05
Equity	
Retained Earnings	3,756.82
Net Income	18,344.05
Total Equity	<u>22,100.87</u>
TOTAL LIABILITIES & EQUITY	<u>22,592.92</u>

Downtown Lodi Business Partnership Profit & Loss

January through June 2012

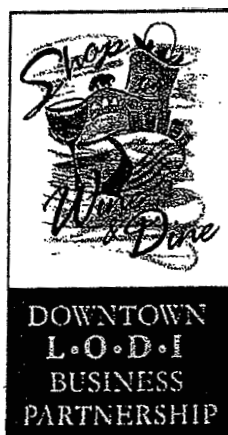
Cash Basis

	Jan - Jun 12
Ordinary Income/Expense	
income	
Member Assessment Fees	38,331.00
City of Lodi Funds	12,115.00
Event Revenue	
Sponsorship	15,000.00
Vendor Fee	32,935.00
Other Income	2,120.00
Total Event Revenue	50,055.00
Total Income	100,501.00
Expense	
Administrative Expenses	
Bank Service Charges	
Bank Fees	62.00
Merchant Fees	767.28
Total Bank Service Charges	829.28
Contract Labor	7,135.00
Dues and Subscriptions	215.00
Equipment Lease	3,482.19
Insurance-D & O and State Fund	1,382.00
Insurance - Events Liability	4,490.00
Office Maintenance & Repairs	480.48
Office Supplies	2,540.97
Payroll Expenses	
Director's Wages	23,786.52
Payroll Taxes	2,630.55
Cell Phone	900.00
Mileage & Meetings	900.00
Director's Vacation	2,652.92
Director's Event Commission	6,313.61
Total Payroll Expenses	37,183.60
Postage	394.30
Professional Fees	
Accounting/Payroll Fees	1,075.00
Total Professional Fees	1,075.00
Rent	
Office	3,780.00
Storage	455.00
Total Rent	4,235.00
Security	340.00
Sponsorship Sales Commission	2,050.00
Telephone/Internet	1,306.34
Total Administrative Expenses	67,139.16
Prior Years Taxes	3,937.80
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	129.14
Advertising & Promotions - Other	50.00
Total Advertising & Promotions	179.14
Mileage & Meetings	15.60
Public Relations	455.29
Seminars & Marketing Campaigns	75.84
Website	286.50
Total Marketing Expenses	1,012.37
Revitalization	
Downtown Beautification	
Labor/Repairs	250.00

Downtown Lodi Business Partnership
Profit & Loss
January through June 2012

Cash Basis

	Jan - Jun 12
Downtown Beautification - Other	549.20
Total Downtown Beautification	799.20
Kiosk Update	515.00
Total Revitalization	1,314.20
Event Expenses	
Entertainment	1,200.00
Equipment Rental	655.00
Labor/Repairs	2,437.24
License/Permits/Inspection	710.56
Refunds	150.00
Signage	2,150.00
Sanitation	1,361.91
Supplies	88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	18,344.05



2012 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"
Saturday, February 11th

Downtown Farmers Market

Every Thursday beginning
June 7th through September 27th

7th Annual "Stuck in Lodi" Car Show
Saturday, August 4th

4th Annual Fall Flavor Fest
The Best of Downtown's Night Life"
Saturday, October 13th

Downtown Trick-or-Treat & Festival
Saturday, October 27th

17th Annual Parade of Lights
Thursday, December 6th

Downtown Winterfest
Horse Drawn Carriage Ride & Holiday Festivities
Saturdays, dates tba

2013 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"
Saturday, February 9th

Downtown Farmers Market

Every Thursday beginning
June 6th through September 26th

8th Annual "Stuck in Lodi" Car Show
Saturday, August 3rd

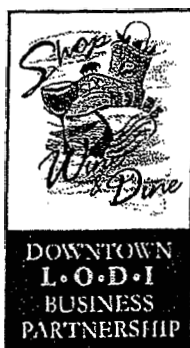
5th Annual Fall Flavor Fest
"The Best of Downtown's Night Life"
Saturday, October 12th

Downtown Trick-or-Treat & Festival
Saturday, October 26th

18th Annual Parade of Lights
Thursday, December 5th

Downtown Winterfest
Horse Drawn Carriage Rider & Holiday Festivities
Saturdays, dates tba

Visit www.downtownlodi.com
for detailed event descriptions and more information



2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three **programs** that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's **goals** or all three **programs** at a discounted price!



Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to jaimed@downtownlodi.com. Your banner will be guaranteed a prime location downtown until March 2013. Advertise your business & support downtown!

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> New Sponsorship
DLBP Member
\$250 year | <input type="checkbox"/> New Sponsorship
Non-Member
\$300 year | <input type="checkbox"/> Renewal
DLBP Member
\$200 year | <input type="checkbox"/> Renewal
Non-Member
\$250 year |
|---|--|---|--|

☐ Yes! Add my full color logo on both sides of my banner for an additional \$40

www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on www.downtownlodi.com. The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to www.downtownlodi.com. If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

Menu for DLBP Members

- ☐ Banner Program \$_____ (Amount from above)
- ☐ Website Ad \$50 for 6 months
- ☐ Web Ad Design \$25
- ☐ Website Page \$40

Bundle Package for all 3 Programs!

Only \$345 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

Menu for Non-DLBP Members

- ☐ Banner Program \$_____ (Amount from above)
- ☐ Website Ad \$75 for 6 months
- ☐ Web Ad Design \$25
- ☐ Website Page \$50

Bundle Package for all 3 Programs!

Only \$430 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ e-mail: _____

Total Amount Enclosed: \$ _____

Comments/Location Request: _____

Return application & payment to DLBP, P.O. Box 1365, Lodi, CA 95241 or call (209) 369-8052 for more information



*Please immediately confirm receipt
of this fax by calling 333-6702*

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: RESOLUTION AND NOTICE OF PUBLIC HEARING REGARDING
DOWNTOWN LODI BUSINESS PARTNERSHIP 2012 ANNUAL REPORT
AND INTENTION TO LEVY ANNUAL ASSESSMENT

PUBLISH DATE: SATURDAY, AUGUST 18, 2012

LEGAL AD

TEAR SHEETS WANTED: Three (3) please

SEND AFFIDAVIT AND BILL TO:
LNS ACCT. #0510052

RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: THURSDAY, AUGUST 16, 2012

ORDERED BY:

RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)			
LNS	Phoned to confirm receipt of all pages at _____ (time)	JMP	MB (initials)



DECLARATION OF POSTING

RESOLUTION AND NOTICE OF PUBLIC HEARING REGARDING DOWNTOWN LODI BUSINESS PARTNERSHIP 2012 ANNUAL REPORT AND INTENTION TO LEVY ANNUAL ASSESSMENT

On Thursday, August 16, 2012, in the City of Lodi, San Joaquin County, California, a resolution and Notice of Public Hearing regarding Downtown Lodi Business Partnership 2012 Annual Report and intention to levy annual assessment (attached and marked as Exhibit A) was posted at the following locations:

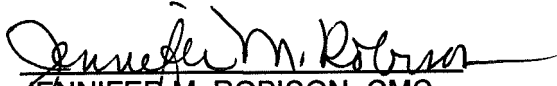
Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on August 16, 2012, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

EXHIBIT A

RESOLUTION NO. 2012-143

**A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT**

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WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. **Establishes September 19, 2012, in the City Council Chambers, Carneie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.,** or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2013 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 15, 2012

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I hereby certify that Resolution No. 2012-143 was passed and adopted by the Lodi City Council in a regular meeting held August 15, 2012, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Nakanishi, and Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk

CITY COUNCIL

JOANNE MOUNCE, Mayor
ALAN NAKANISHI,
Mayor Pro Tempore
LARRY D. HANSEN
BOB JOHNSON
PHIL KATZAKIAN

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

KONRADT BARTLAM
City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

September 20, 2012

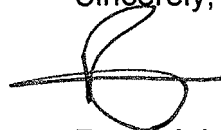
Jaime Watts, Executive Director
Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241-1565

**RE: RESOLUTION CONFIRMING THE 2012 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1 AND LEVY
OF ASSESSMENT**

The Lodi City Council, at its meeting of September 19, 2012, adopted the enclosed resolution confirming the 2012 Annual Report for the Downtown Lodi Business Improvement Area No. 1 and levy of assessment.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,

A handwritten signature in black ink, appearing to be 'Randi Johl', with a stylized flourish at the end.

Randi Johl
City Clerk

RJ/JMR

Enclosure